

WPP

Results for 2004
February 2005

WPP

1	Results for 2004
2	International Accounting Standards
3	Key Priorities, Objectives and Strategy
4	Conclusions
5	Structure and Competitive Position (Hard Copy Only)

WPP

1

Results for 2004

Results for 2004

Performance versus consensus

- Revenues of £4,299m (up almost 5%) against consensus of £4,285m.
- Exceeded margin target of 13.8%, with full year margin of 14.1%.
- Headline PBIT of £608m (up almost 14%) and ahead of consensus £600m.
- Headline PBT of £546m (up over 15%) and ahead of consensus £537m.
- Headline diluted EPS of 32.3p (up over 11%), in line with the consensus.
- All spending on capex, acquisitions, share purchases and cancellations and dividends, more than funded by trading cashflow.
- Strong improvement in working capital, leading to reduction in average net debt of over £400m.

Results for 2004

- Reported revenue up almost 5%. On a constant currency basis, revenue up over 11%. Like-for-like revenue up over 4%.
- Headline PBIT up almost 14% to £607.7m from £533.5m.
- Operating margins up 1.1 margin points to 14.1% from 13.0%.
- Profit before tax up over 30% to £456.5m from £349.9m.
- Diluted headline EPS up over 11% to 32.3p from 29.0p.
- Full year dividend up 20% to 7.78p per share.
- Record estimated net new business billings of almost £3.8 billion (\$6.8 billion).

Results for 2004

Unaudited Income Statement

	Year to 31 December		Change %	Constant Currency %
	2004 £m	2003 £m		
Revenue	4,299.5	4,106.0	4.7	11.4
Operating Profit pre-goodwill and impairment	559.6	493.0	13.5	20.9
Goodwill and impairment - subsidiaries	(75.0)	(77.7)	3.5	3.5
Operating Profit	484.6	415.3	16.7	25.8
Income from associates	48.1	40.5	18.8	23.5
Goodwill and impairment - associates	(3.5)	(34.3)	89.8	89.8
PBIT pre investment gains and write-downs	529.2	421.5	25.6	35.6
Net gain on disposal of fixed assets	3.0	-	-	-
Amounts written off fixed asset investments	(5.0)	-	-	-
Interest and similar charges (including FRS 17 interest)	(70.7)	(71.6)	1.3	(4.3)
Profit before tax	456.5	349.9	30.5	41.6
Tax at 25.7% (2003 25.8%)	(140.2)	(122.1)	(14.8)	(18.6)
Profit after tax	316.3	227.8	38.8	54.8
Standard diluted EPS	25.0p	18.2p	37.4	53.7
Headline diluted EPS	32.3p	29.0p	11.4	20.2

Results for 2004

Unaudited Headline¹ Income Statement

	Year to 31 December		Change %	Constant Currency %
	2004 £m	2003 £m		
Revenue	4,299.5	4,106.0	4.7	11.4
Operating Profit pre-goodwill & impairment	559.6	493.0	13.5	20.9
Income from associates	48.1	40.5	18.8	23.5
PBIT pre investment gains and write-downs	607.7	533.5	13.9	21.1
Interest and similar charges	(61.2)	(60.1)	(1.8)	(6.9)
Profit before tax	546.5	473.4	15.4	22.9
Tax at 25.7%(2003 25.8%)	(140.2)	(122.1)	(14.8)	(18.6)
Profit after tax	406.3	351.3	15.7	24.5
Headline diluted EPS	32.3p	29.0p	11.4	20.2
Headline diluted EPS including FRS 17	31.6p	28.0p	12.9	21.9
Operating margin pre-goodwill & impairment	14.1%	13.0%	+1.1*	

¹ Figures stated before goodwill amortisation and impairment, fixed asset gains and write-downs and FRS 17 interest. The calculation is set out on wppinvestor.com

* Margin points

Results for 2004

Revenue by Discipline

	2004 £m	2003 £m	% Change	% Change Constant currency
Advertising & Media Investment Management ¹	1,985.3	1,911.2	3.9	10.8
Information, Insight & Consultancy	744.8	703.6	5.9	11.5
Public Relations & Public Affairs ¹	445.2	450.9	-1.3	6.5
Branding & Identity, Healthcare and Specialist Communications	1,124.2	1,040.3	8.1	14.6
Total	4,299.5	4,106.0	4.7	11.4

¹ Reflects certain public relations and public affairs companies transferred from advertising, media investment management to public relations and public affairs in 2004

Results for 2004

Revenue by Region

	2004 £m	2003 £m	% Change	% Change constant currency
North America	1,651.9	1,678.7	-1.6	9.7
UK	728.5	664.9	9.6	9.6
Continental Europe	1,134.8	1,079.4	5.1	7.6
Asia Pacific, Latin America, Africa & Middle East	784.3	683.0	14.8	23.7
Total	4,299.5	4,106.0	4.7	11.4

Results for 2004

Operating Profit and Operating Margin by Discipline

	Operating profit ¹		Operating margin	
	2004 £m	2003 £m	2004 %	2003 %
Advertising & Media Investment Management ²	319.0	291.7	16.1	15.3
Information, Insight & Consultancy	73.9	50.0	9.9	7.1
Public Relations & Public Affairs ²	62.4	58.8	14.0	13.0
Branding & Identity, Healthcare and Specialist Communications	152.4	133.0	13.6	12.8
Total	607.7	533.5	14.1	13.0

¹ Operating profit includes income from associates but excludes goodwill and impairment

² Reflects certain public relations and public affairs companies transferred from advertising, media investment management to public relations and public affairs in 2004

Results for 2004

Operating Profit and Operating Margin by Region

	Operating profit ¹		Operating margin	
	2004 £m	2003 £m	2004 %	2003 %
North America	262.6	247.8	15.9	14.8
UK	81.9	71.8	11.2	10.8
Continental Europe	141.2	121.8	12.4	11.3
Asia Pacific, Latin America, Africa & Middle East	122.0	92.1	15.6	13.5
Total	607.7	533.5	14.1	13.0

¹ Operating profit includes income from associates but excludes goodwill and impairment

Results for 2004

Revenue Growth by Country *

Revenue Growth

- 15%+

Australia, Brazil, China, Hong Kong, Mexico, Singapore, Taiwan

- 10-15%

India, Italy, UK, USA, Spain

- 5-10%

Belgium, Netherlands

- 0-5%

Canada, France, Germany, Japan, Sweden, Switzerland

- < 0%

-

* Constant currency basis

Results for 2004

Revenue Growth by Category ¹

Revenue Growth Categories

15%+	Electronics, Financial Services, Oil
10-15%	Personal Care & Drugs, Telecommunications
5-10%	Computer, Food
0-5%	Automotive, Drinks
< 0%	-

¹ Constant currency basis

Results for 2004

Effects of Strength of Sterling

- The weakness of the dollar against sterling was only partly offset by the strengthening of sterling against the euro.
- However, moving down the income statement, this adverse currency impact is partly hedged by the effect of dollar denominated operating expenses and interest costs, particularly at the profit before tax level.
- Had exchange rates remained at the same levels as 2003, the Group's headline PBIT would have been £646m not £608m as reported.

Results for 2004

Major new business wins in 2004

	Agency	Account	Office	Billings (\$m)*
WINS	MindShare	Unilever	Europe	1,250
	MindShare	Nestlé	Worldwide	600
	Team HSBC	HSBC	Worldwide	600
	Mediaedge:cia	Paramount	USA	480
	Team Samsung	Samsung	Worldwide	410
	Y&R Brands	Microsoft	Worldwide	300
	Y&R Advertising/ Mediaedge:cia	Toys R Us	USA	130
	OgilvyOne	IBM ¹	Worldwide	100
	Berlin Cameron/Red Cell	Safeway	USA	95
	MindShare	Kraft Foods	France	80
	Y&R Advertising	MTN	South Africa	80
	Mediaedge:cia	Pfizer	USA	75
	Ogilvy	Unilever - Slimfast	USA	75

¹ Gains from other Group companies

(* All billings figures are based on trade press estimates, where available)

Results for 2004

Major new business wins in 2004

	Agency	Account	Office	Billings (\$m)*
WINS	Ogilvy/JWT	Kraft ¹	Europe	65
	Y&R Advertising	Freemove	Europe	54
	OgilvyOne	Allstate	USA	50
	Berlin Cameron/Red Cell	Coca-Cola	USA	50
	JWT	Eli Lilly	USA	50
	JWT	Nestlé	USA	46
	JWT	Jenny Craig	USA	45
	Y&R Advertising	Callaway Golf	USA	40
	Ogilvy	Coca-Cola	Mexico	40

¹ Gains from other Group companies

(* All billings figures are based on trade press estimates, where available)

Results for 2004

Major new business losses in 2004

	Agency	Account	Office	Billings (\$m)*
	Y&R Advertising	Burger King	Worldwide	250
	Wunderman	IBM ¹	Worldwide	100
	Y&R Advertising/ Mediaedge:cia	Computer Associates	Worldwide	100
LOSSES	Ogilvy	GSK	USA	100
	CommonHealth	Levitra	USA	90
	Ogilvy	Schering Plough	USA	85
	Ogilvy	Bristol Myers Squibb	USA	70
	Y&R Advertising	Kraft ¹	Europe	65
	MindShare	Wal Mart	Mexico	40

¹ Lost to other Group companies

(* All billings figures are based on trade press estimates, where available)

Results for 2004

Net new business wins in 2004¹

US \$ millions	Creative	Media	Total
Advertising	942	5,005	5,947
Other Businesses	882	-	882
<hr/> Total	<hr/> 1,824	<hr/> 5,005	<hr/> 6,829

¹ Estimated billings

Results for 2004

Estimated net new business wins in 2005

	Agency	Account	Office	Billings (\$m)*
WINS	Mediacom	VW	USA	500
	Mindshare	AA	UK	50
	Joshua	Swatch	Worldwide	45
LOSS	Mediaedge:cia	Cencosud	Chile	40

(* All billings figures are based on trade press estimates, where available)

Results for 2004

Cash Flow

	2004 £m	2003 £m
Operating profit (pre-goodwill & impairment)	560	493
Depreciation	103	127
Interest paid & similar charges	(73)	(38)
Tax paid	(101)	(94)
Net cash generation	489	488

Results for 2004

Uses of Cash Flow

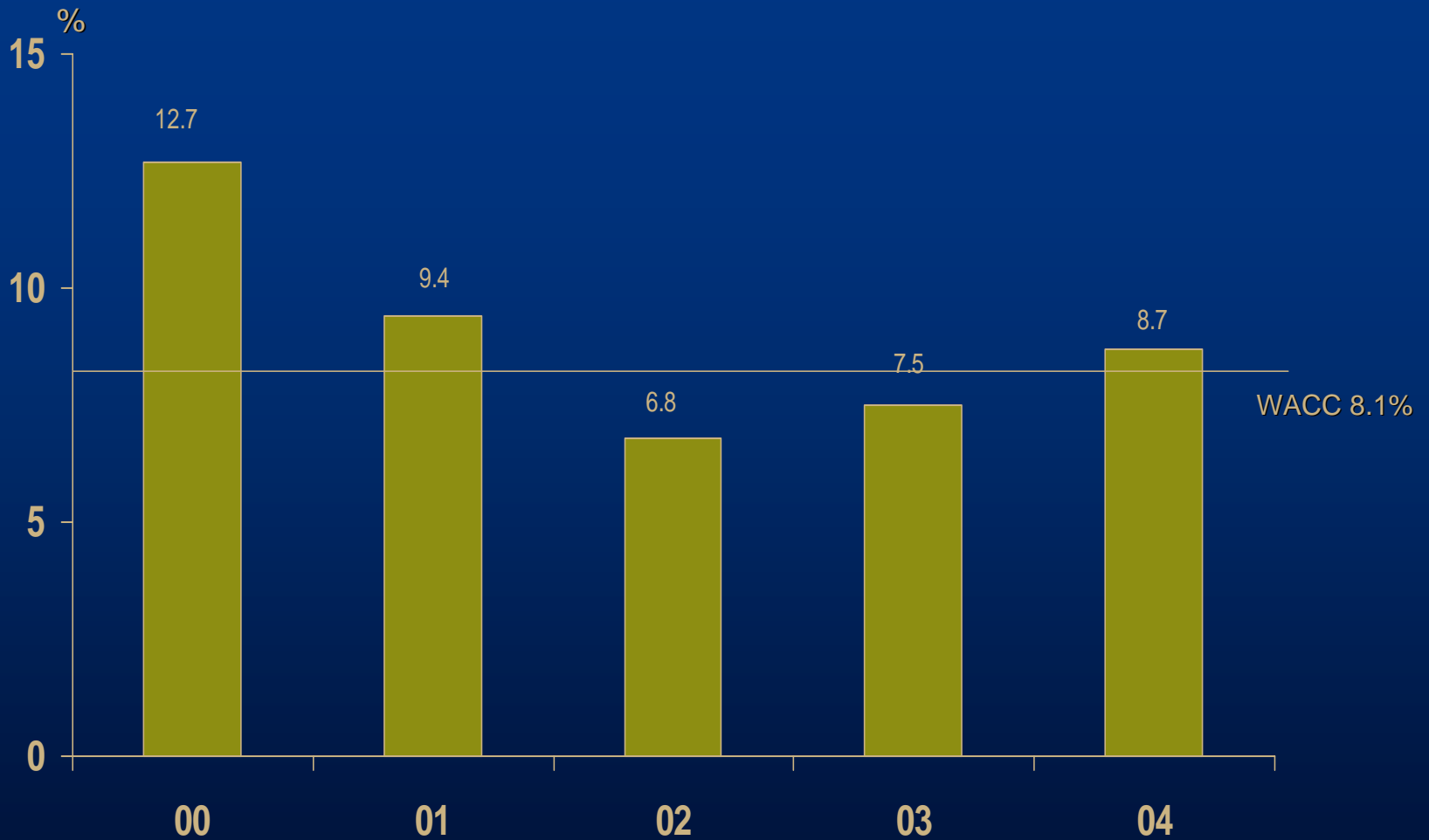
	2004 £m	2003 £m
Net cash generation	489	488
Capital expenditure	(96)	(94)
Acquisition payments:		
– Net initial payments	(113)	(260)
– Earnout payments	(79)	(56)
– Loan note redemptions	(27)	(39)
	(219)	(355)
Share repurchases	(89)	(23)
Other	55	53
Cash inflow	140	69
Dividends	(82)	(67)
Share placement (net of expenses)	-	99
Net cash inflow before NWC changes	58	101

Results for 2004

Net Debt - 31st December 2004

	2004 £m	2003 £m	% Variance
YTD average net debt	(810)	(1,222)	34%
Net debt at 31 December	(300)	(362)	17%
Interest (excluding FRS17)	(61)	(60)	-2%

Return on Capital Employed¹



Methodology: Headline PAT adjusted for cash interest and tax

Ordinary Shares – Basic

No. of Shares	2003 Actual	2004 Actual	2005 Est
Opening	1,157	1,187	1,185
Share Option Exercises	11	7	-
Buybacks	(5)	(13)	-
Placing Cordiant	21	-	-
Grey Acquisition	-	-	76
Other	3	4	-
Closing	1,187	1,185	1,261
Weighted Average	1,170	1,183	1,248
ESOP	(55)	(47)	(47)
Average Basic Shares (million)	1,115	1,136	1,201

Ordinary Shares – Diluted

No. of Shares		2003 Actual	2004 Actual	2005 Est
Average Basic		1,115	1,136	1,201
WPP Options and LEAP		30	26	26
Grey Options		-	-	7
Convertibles:	Y&R \$288m ¹	non-dilutive	16	repaid
	WPP £450m ²	non-dilutive	42	42
	Grey \$150m ³	-	-	9
Fully Diluted Shares (million)		1,145	1,220	1,285

Income Adjustment Attributable to Convertibles:

1	£2.7m
2	£9.5m
3	£2.9m

2

International Accounting Standards

International Accounting Standards Income Statement Impact

IAS Restatement: The full restatement for 2004 results will be presented at the first quarter trading update for the Group in April 2005.

Share based compensation: IFRS2 requires that all share based payments (including share options) are expensed in the income statement at fair value.

- 2004 PBIT impact, a charge of £29m.

Equity income: IAS1 requires equity income to be shown net of tax and interest (previously separately allocated to the interest and tax lines).

- Equity income of £48.1m shown in PBIT would be reduced by interest and taxes of £18.0m, and a net figure of £30.1m shown in PBIT.

International Accounting Standards

Income Statement Impact

Goodwill Amortisation: IFRS 3 prohibits amortisation of goodwill and requires impairment testing instead.

- Goodwill and Corporate Brands total £5.8 billion in the balance sheet, of which £5.15 billion was not being amortised, and is currently subject to impairment testing.
- Goodwill of £650m relates to the acquisition of first generation businesses, and was being amortised over periods of between 10 and 20 years.
- 2004 impact would be to reverse the amortisation charge of £43m.

International Accounting Standards Income Statement Impact

Convertible Debt: IAS requires that financial instruments be broken down into its core components of a straight bond, and the premium received for the sale of a call option over the equity.

- The £450m 2% coupon (3% yield to maturity) convertible bond issued in 2002, is broken down into a straight bond issue of £380m with a coupon of circa 6.6%, and an equity component of £70m.
- An additional interest charge under IAS of approximately £14m would be required in 2005. We will not restate 2004 results as we have elected to adopt this standard with effect from January 2005.
- The \$150m 5% Grey convertible bond will also have to be accounted for in this manner.

International Accounting Standards Income Statement Impact

Taxation

IAS stipulates a different policy with regard to deferred tax assets/liabilities and the utilisation of historic tax losses.

The full implications of this are subject to “interpretation”, more detailed analysis and actual trading performance in the future. As an indication of potential impacts:

1. No change to the cash tax rate for the Group of 20% - 22%.
2. A new “amortisation” charge within PBIT reducing historic goodwill is likely in the next 2 to 3 years (a maximum of \$80m in total)
3. A higher reported tax rate is likely in the future. Our initial view is of a reported tax rate of between 28% - 30% in years 2005 to 2006.

International Accounting Standards Income Statement

Expected Impact

	UK GAAP 2004 £m	IAS 2004 £m	B/(W) £m	B/(W) %
Operating Profit	484.6	498.6	14.0	2.9%
PBIT	529.2	525.2	(4.0)	(0.8%)
Headline PBIT	607.7	560.7	(47.0)	(7.7%)
PBT	456.5	452.5	(4.0)	(0.9%)

3

Key Priorities, Objectives and Strategy

Key Priorities, Objectives and Strategy

Short-term factors

- **Maxi-quadrennial factors in 2004**
- **US fiscal deficit, trade deficit, weak dollar, commodity price inflation in 2005**
- **Western European strength and Asia Pacific resilience?**
- **Consolidation**
 - **Clients**
 - **Media owners**
 - **Agencies**
 - **Retail power**
- **Lack of pricing power**
- **Trade promotion, distribution and channel management**

Key Priorities, Objectives and Strategy

Short-term factors

- **Move from commission to fees, procurement and outsourcing**
- **Network pricing, media fragmentation and new media**
- **“Super agencies”**
- **PVRs**

Key Priorities, Objectives and Strategy

Long-term factors

- **Globalisation / Americanisation / BRICs**
- **Overcapacity, shortage of human capital**
- **The Web**
- **Internal communications**
- **Retail concentration**

Key Priorities, Objectives and Strategy

2005 - 2006 Financial Model

2005 Outlook

- Industry growth of 2-3%, expect to beat top end of range
- Pre-Grey acquisition margin improves from 14.1% to 14.8%
- Grey PBIT margin targeted at 10.5% post synergies of \$20m
- Combined margin target of a minimum of 14.3% for 2005
- EPS growth of 10-15% constant currency

Key Priorities, Objectives and Strategy

2005 - 2006 Financial Model

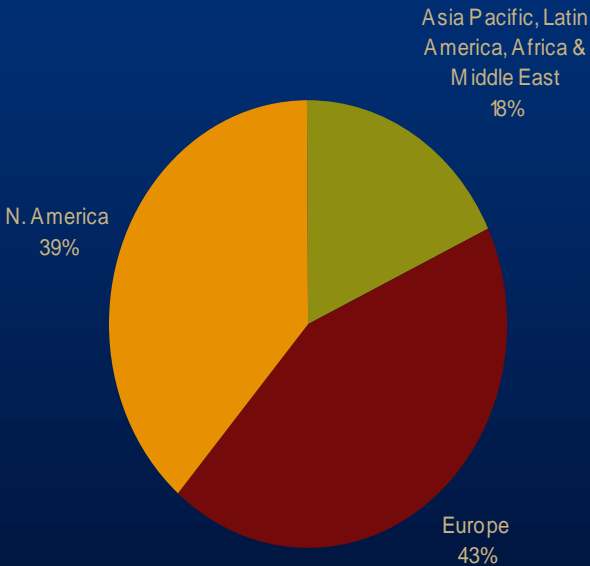
2006 Outlook

- **Pre-Grey acquisition margin improves from 14.8% to 15.3%**
- **Grey PBIT margin improves from 10.5% to 11.5%**
- **Combined margin target of a minimum of 14.8%**
- **EPS growth of 10-15% constant currency**

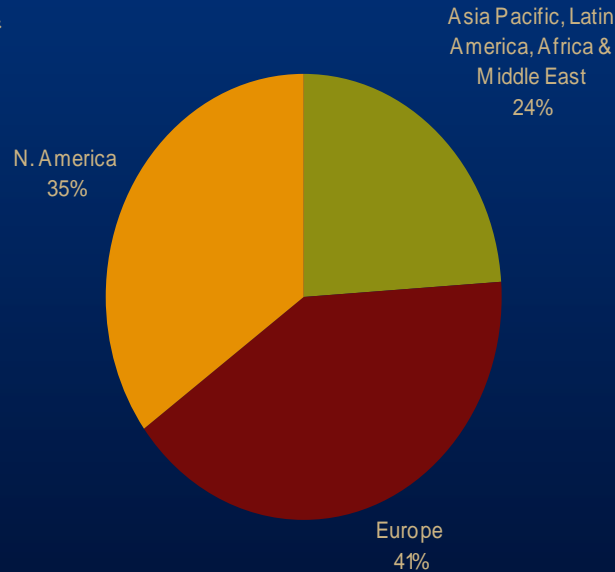
Key Priorities, Objectives and Strategy

Faster Growing Markets To Be One Third of Total Group

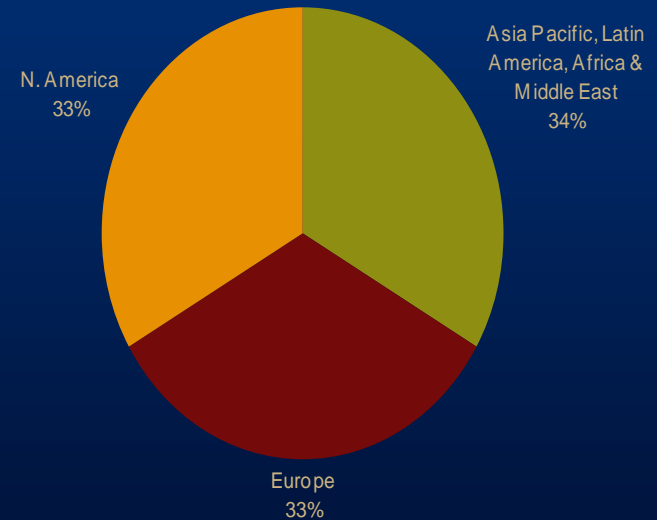
WPP Today



WPP Today Incl. Associates



WPP Tomorrow incl. Associates



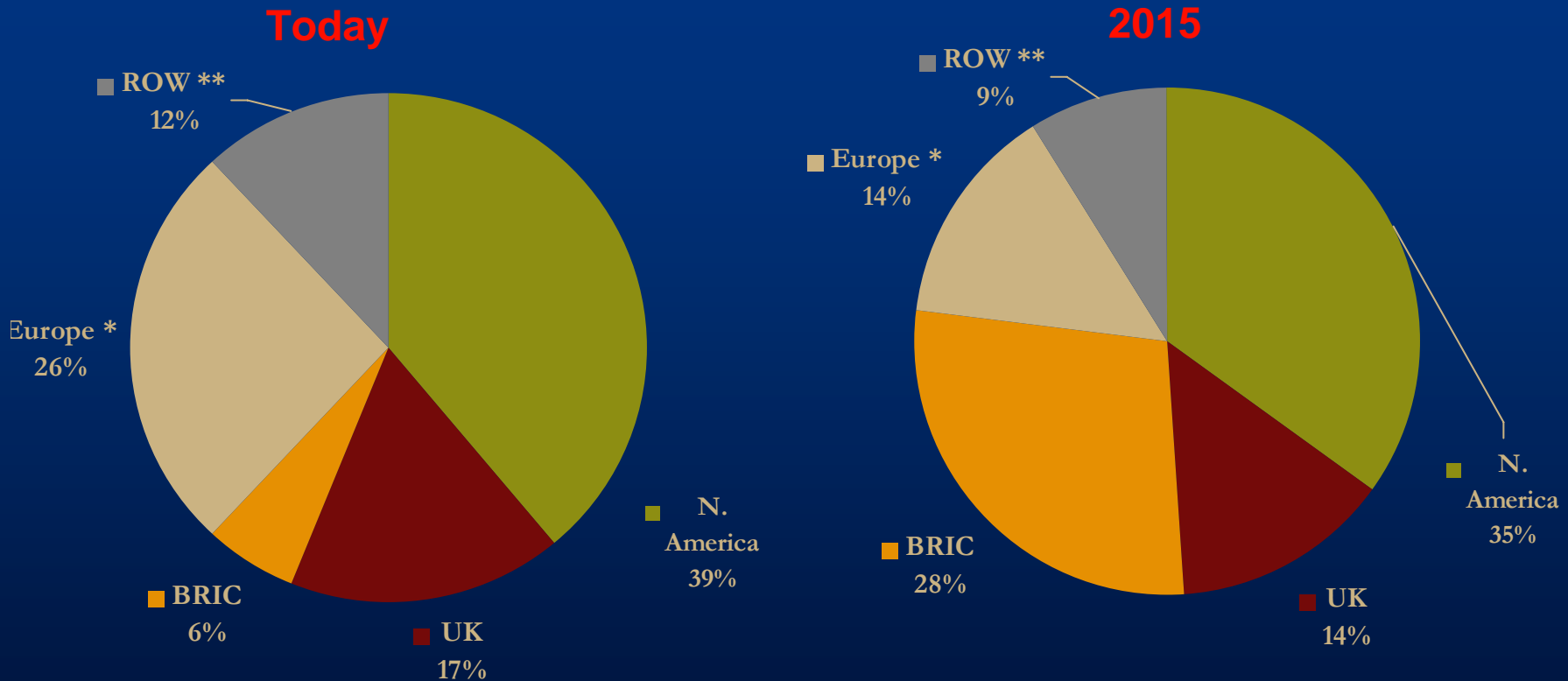
Key Priorities, Objectives and Strategy

- Brazil, Russia, India and Greater China (BRIC) account for approximately 6% of WPP revenue today
- According to Goldman Sachs research, “Dreaming with BRICs”*, these countries will grow at a 10.4% CAGR through 2015
- According to Zenith, ad spending as a % of GDP for BRIC was 0.5% in 2001 compared to mature markets where it is 1.5% to 2%
- If GDP grows in line with Goldman Sachs estimates, and advertising spending as a proportion of GDP equals that of mature markets, BRICs alone would represent approximately 25% of WPP revenue by 2015

*Wilson, Dominic and Purushothaman, Roopa. 1 October 2003. “Dreaming with BRICs: The Path to 2050.” *Goldman Sachs Global Economics Paper No: 99*: page 9

BRIC markets will drive substantial growth

Implications of BRIC growth on WPP revenues



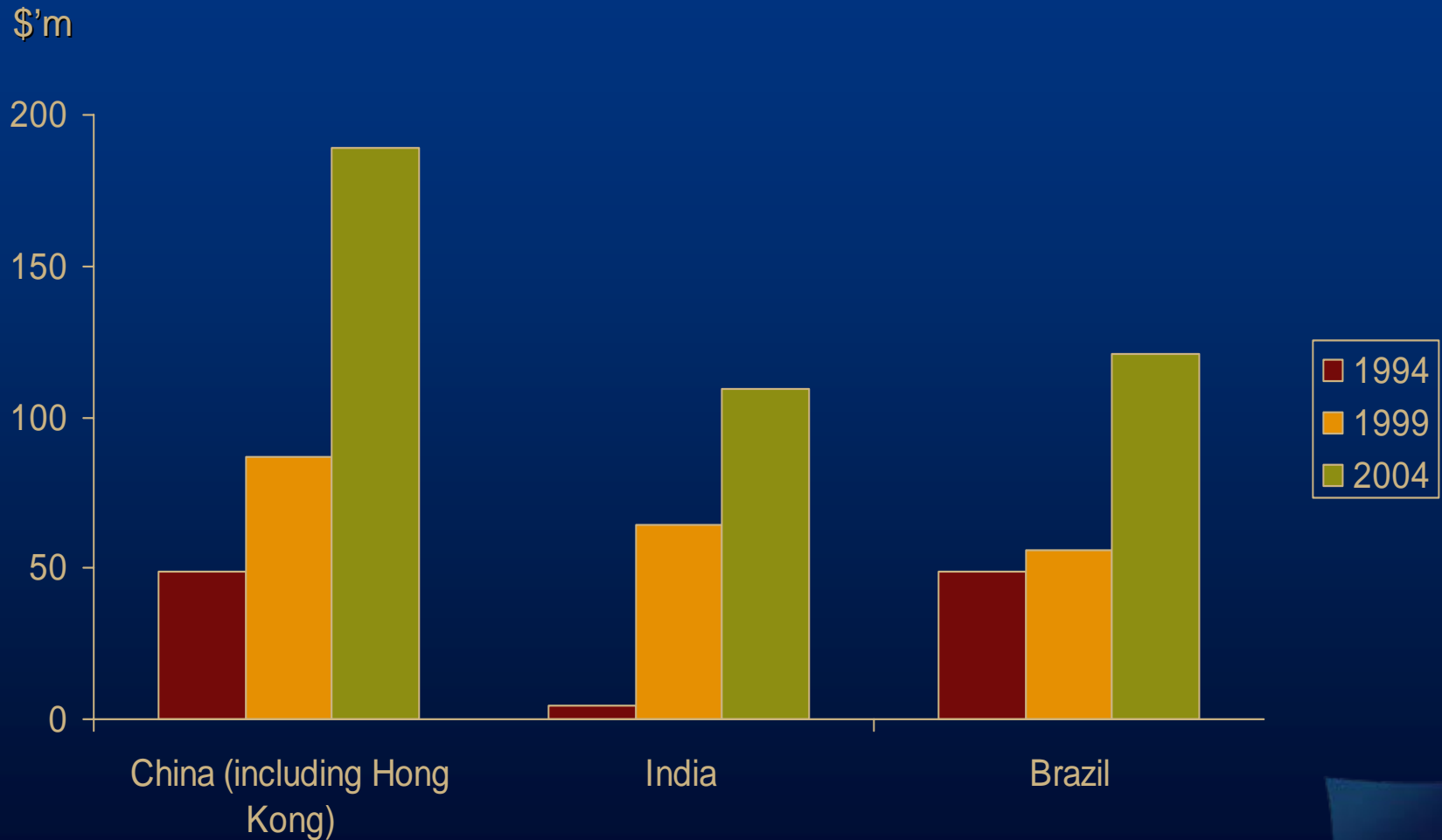
* Europe excludes Russia

** Asia Pacific, Latin America, Africa & Middle East excluding Brazil, India and Greater China

Assumes Brazil, Russia, India and China GDP growth of 10.4% CAGR according to Goldman Sachs Research and Ad spend as % of GDP equals that of mature markets through 2015. Illustrative purposes only intended to isolate the effect of BRIC GDP growing faster than rest of world

WPP's performance strong in BRIC markets

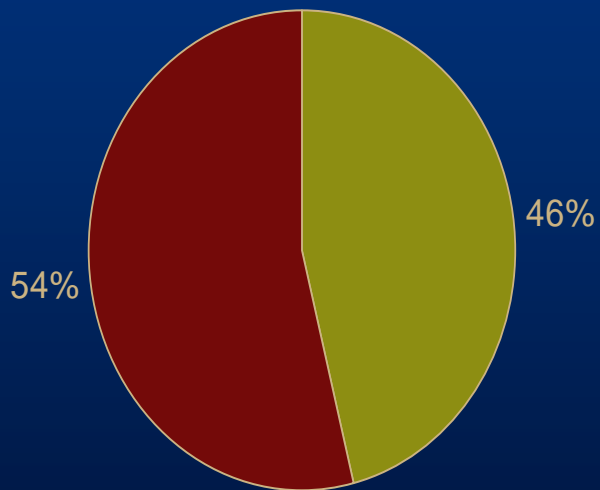
Revenue in Select BRIC Markets



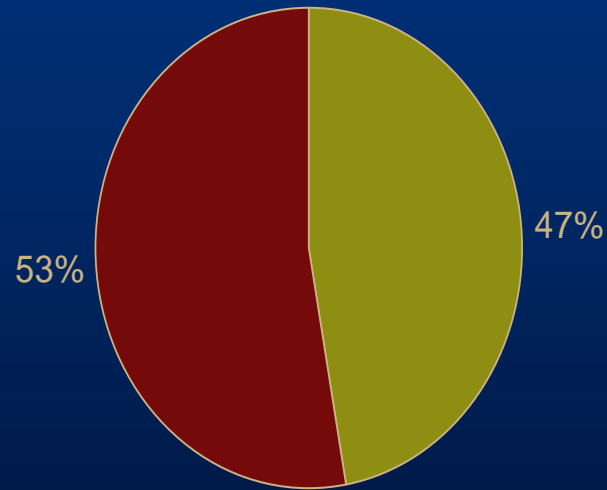
Key Priorities, Objectives and Strategy

Marketing Services To Be Two Thirds of Total Group

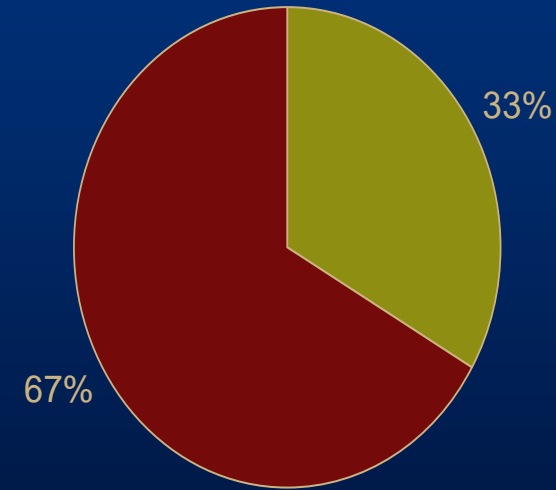
Today



Today including associates



Tomorrow

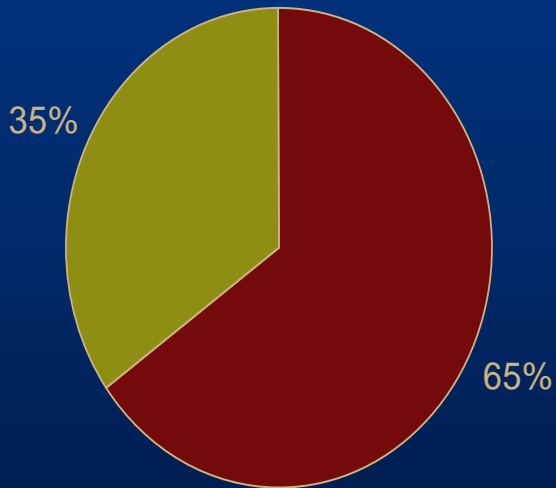


■ Advertising & Media Investment Management ■ Marketing Services

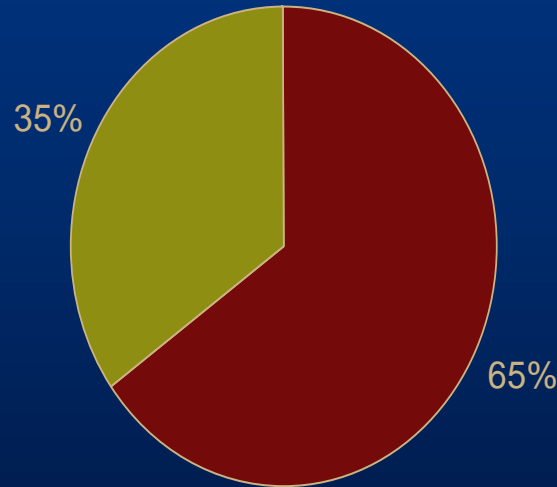
Key Priorities, Objectives and Strategy

Quantitative Disciplines To Be One Half of Total Group

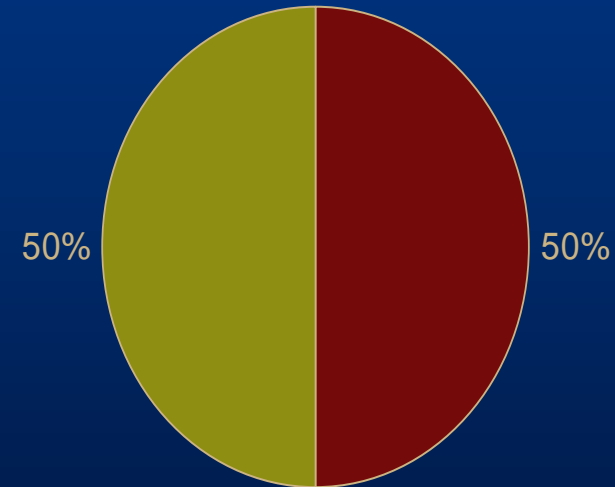
Today



Today including associates



Tomorrow



- Information, Insight & Consultancy and Direct, Internet & Interactive
- Advertising, Media Investment Management & Other Marketing Services

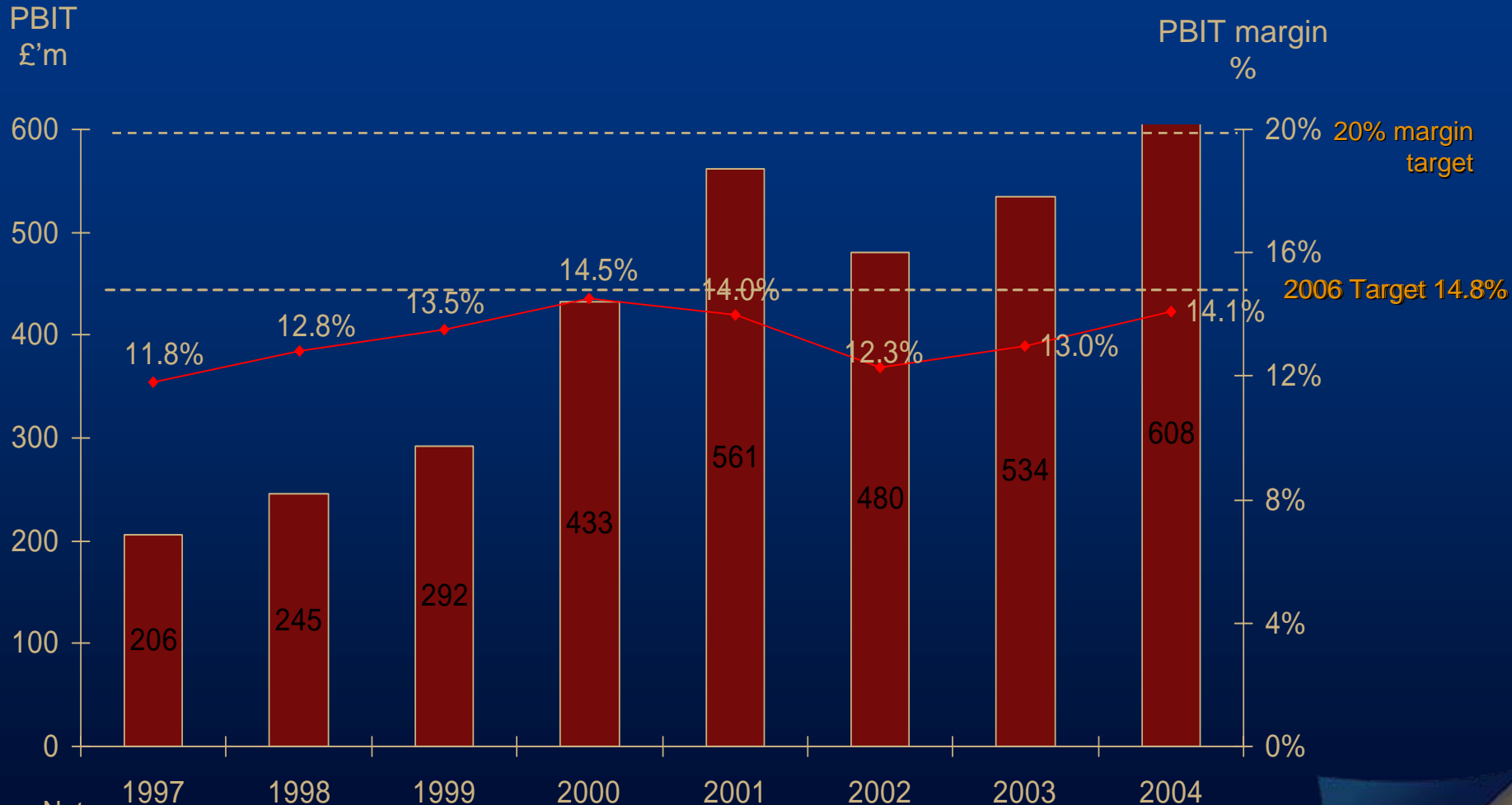
Key Priorities, Objectives and Strategy

We continue to focus on our key objectives

- Improving operating margins
- Increasing flexibility in the cost base
- Using free cash flow to enhance share owner value, and improving return on capital employed
- Developing the role of the parent company
- Emphasising revenue growth more as margins improve
- Improving the creative capabilities and reputation of all our businesses

Key Priorities, Objectives and Strategy

Historic financial record - PBIT¹ and margins



Note

1. Headline PBIT excludes goodwill and impairment, fixed asset gains and investment write-downs

Key Priorities, Objectives and Strategy

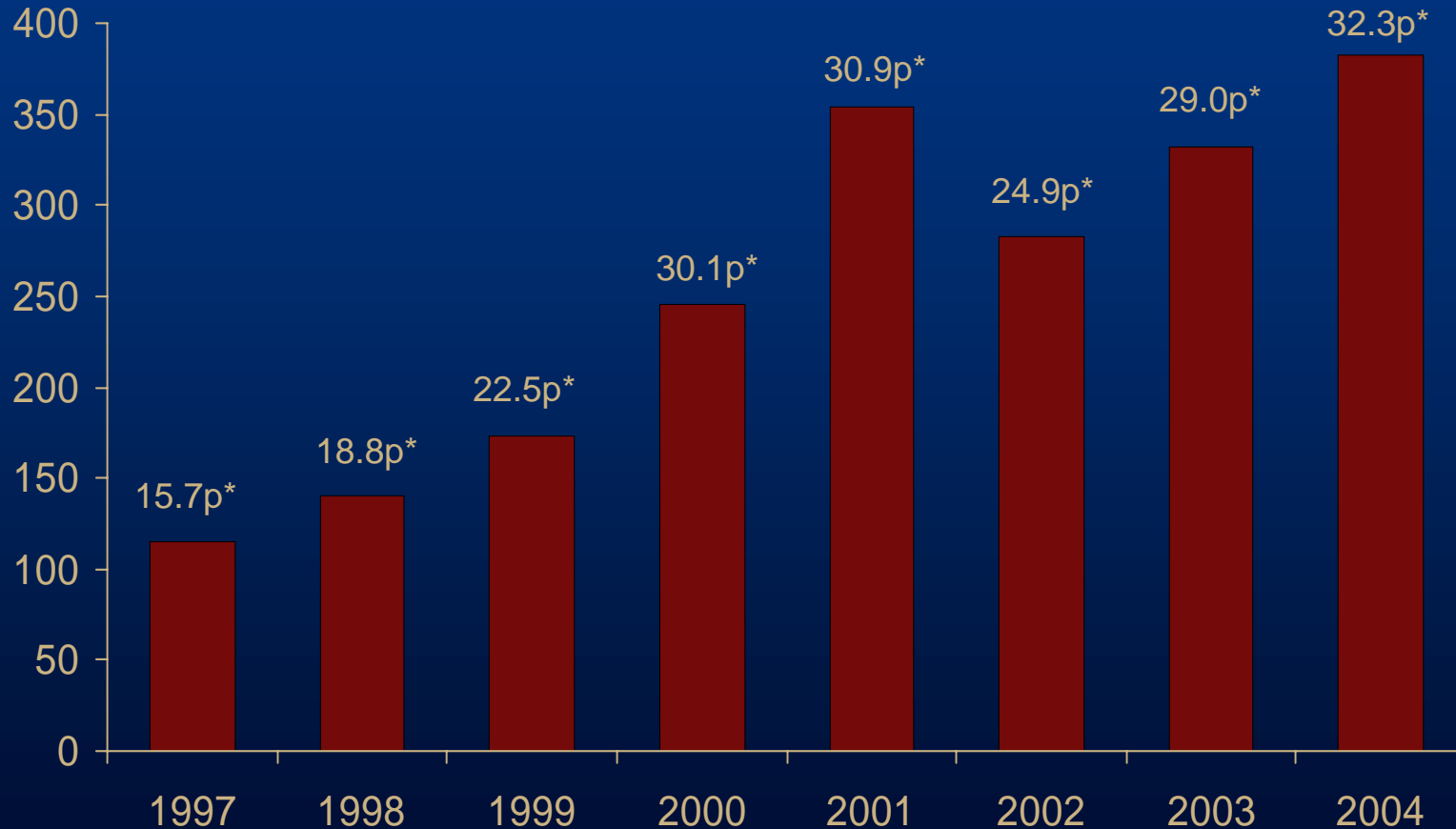
Financial Model

- Organic revenue growth 0-5%
- Margin growth in line with objectives
- Operating profit growth of 5-10%
- Incremental profit growth from acquisitions of up to 5%
- Overall growth in EPS of 10-15%

Key Priorities, Objectives and Strategy

Earnings and EPS* 1997-2004

Earnings
(£m)



*Headline Diluted EPS

Key Priorities, Objectives and Strategy

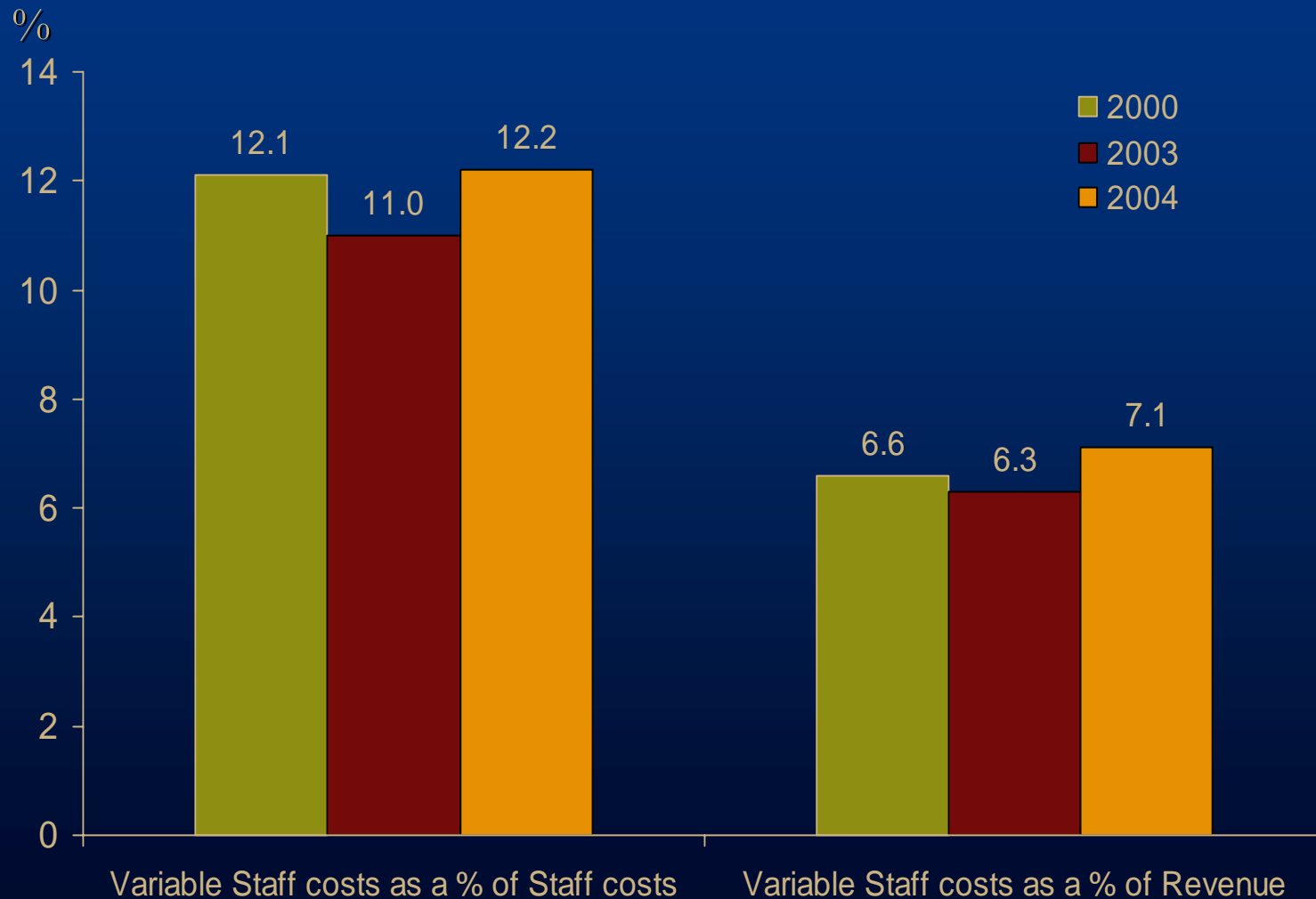
Increasing flexibility in the cost base

- We continue to focus on a more flexible cost structure in three key areas:
 - Staff c. 50% of revenue
 - Property c. 10% of revenue
 - Bought in services c. 30% of revenue
- Increased flexibility in all areas important to combat economic slowdown

Key Priorities, Objectives and Strategy

Increasing flexibility in the cost base

Change in variable costs



Key Priorities, Objectives and Strategy

Using Free Cashflow to Enhance Share Owner Value

Dividends and share repurchases

- 2004 dividend raised by 20% to 7.78p per share
- Share repurchases and buy-backs

	<u>Shares</u>	<u>Amount</u>	<u>% of Share Base</u>
1997	7.2m	£31.2m	1.0%
1998	15.6m	£54.6m	2.1%
1999	3.3m	£17.9m	0.4%
2000	10.3m	£94.1m	1.3%
2001	15.4m	£103.3m	1.4%
2002	12.8m	£75.9m	1.1%
2003	6.3m	£23.1m	0.5%
2004	16.2m	£88.6m	1.4%

- The Company will continue to commit to repurchasing up to 2% of its share base in the open market at an approximate cost of £150m, when market conditions are appropriate

Key Priorities, Objectives and Strategy

Using Free Cashflow to Enhance Share Owner Value

Acquisitions

- Grey to be consolidated from 7 March 2005
- Continued focus on small strategic acquisitions - a number completed during the year
- Major focus continues to be on information, insight and consultancy and the faster growing sectors within branding & identity, healthcare and specialist communications
- Acquisitions in advertising used to address specific client or local agency needs
- Continue to find opportunities particularly outside the USA

Key Priorities, Objectives and Strategy

Using Free Cashflow to Enhance Share Owner Value

Acquisitions since January 2004

Advertising & Media Investment Management

Concept Media (Germany)¹

Plush (Australia)

Stenstrom (Sweden)

AdForce (Indonesia)¹

Ablea (South Korea)

AdVenture Worldwide (South Korea)¹

Marketing Communications (Canada)

Sponsorcom (Germany)

NewSun (China)

Y&R Vinizius (Spain)¹

Market Catalyst (Hong Kong)

JWT South Africa¹

Parintex (Poland)¹

Northcote (Chile)¹

O&M (India)¹

Effort (China)

Diamond (South Korea)¹

Yellow & Red (Italy)

Adgistics (UK)¹

Operans (Netherlands)¹

Propaganda (Russia)

Digit (UK)

Focus Media (Spain)

Y&R Chile¹

Dentsu India

¹ Increased stake

Key Priorities, Objectives and Strategy

Using Free Cashflow to Enhance Share Owner Value

Acquisitions since January 2004

Information, Insight & Consultancy

AGB (Italy) ¹
MaPs (USA)
DaVinci Partners (USA)
Oracle Market Research (China)
Cannondale (USA)

Branding & Identity

Retail Planning Associates (USA)
LKS (Australia)

Healthcare

NZP (Netherlands)
Current Medical Directions (USA)

Public Relations & Public Affairs

Civitas (USA)
Chime Communications (UK)¹
Dome (USA)
ABC (Denmark)

Specialist Communications

Logic (Japan)
The Farm (UK) ¹

¹ Increased stake

Key Priorities, Objectives and Strategy

Emphasise Revenue Growth More as Margins Improve

- Continue to focus on delivering above average revenue growth by:
 - Expanding networks to take advantage of faster growing geographical markets
 - Re-enforcing competitive advantage in segments where growth is expected to remain higher, e.g. Market Research, Direct, Internet, Interactive, Hi-tech, Retail, Healthcare, etc.
 - Taking advantage of consolidation trends to gain market share

Key Priorities, Objectives and Strategy

Improving the creative capabilities and reputation of all our businesses

- By placing greater emphasis on recruitment
- By recognizing creative success tangibly and intangibly
- By acquiring highly regarded creative businesses
- By placing greater emphasis on awards

4

Conclusions

Conclusions

- The Group continues to be well placed by region and discipline to benefit from key industry trends
- There is scope for further margin improvement, cost flexibility, use of free cashflow to enhance share owner value
- In the long term the Group will be concentrating on positioning its top line in the highest growth functional and geographic sectors and improving the effectiveness of its cost structure
- Continued emphasis on free cashflow after acquisition payments and share repurchases and return on capital.

5

Structure and Competitive Position

WPP Today

Key Facts

- WPP is one of the world's largest communication services groups
- Over 74,000 people (including associates) in over 1,400 offices in 106 countries worldwide
- Over 330 of the Fortune 500 and over 50% of the NASDAQ 100 as clients, more than 230 clients in all four disciplines, over 200 clients in six or more countries. Over 40 of the top 200 megabrands in the United States and 42 of the Fortune e-50
- Quoted in London and on NASDAQ with market capitalisation of around \$13billion. 36th in FTSE 100 Index, 8th in FT Top UK companies by turnover, 116th in Euro FT 300, 346th in Global FT 500, 433rd in Business Week 1000 and 562nd in Forbes International 500 and MSCI Index
- Group includes many of the best known brands in the industry

WPP Today

WPP has many of the best known brands in the industry,
Ranked 1 or 2 in all sectors in which it competes

Ogilvy & Mather Worldwide
JWT
Y&R Advertising
Red Cell
Grey Worldwide

MindShare
Mediaedge:CIA
MediaCom
KR Media
Maxus

Hill and Knowlton
Burson-Marsteller
Ogilvy Public Relations Worldwide
Cohn & Wolfe
Robinson, Lerer & Montgomery
GCI

Research International
Millward Brown
BrandAsset Valuator and BRANDZ

OgilvyOne
Wunderman
rmg:connect
141 Worldwide
Grey Direct/Gi/G2 Worldwide/J.Brown

CommonHealth
Sudler & Hennessey
Ogilvy Healthworld
Grey Healthcare Group

Enterprise IG
Landor Associates
Fitch

WPP Today

Worldwide Advertising rank by market

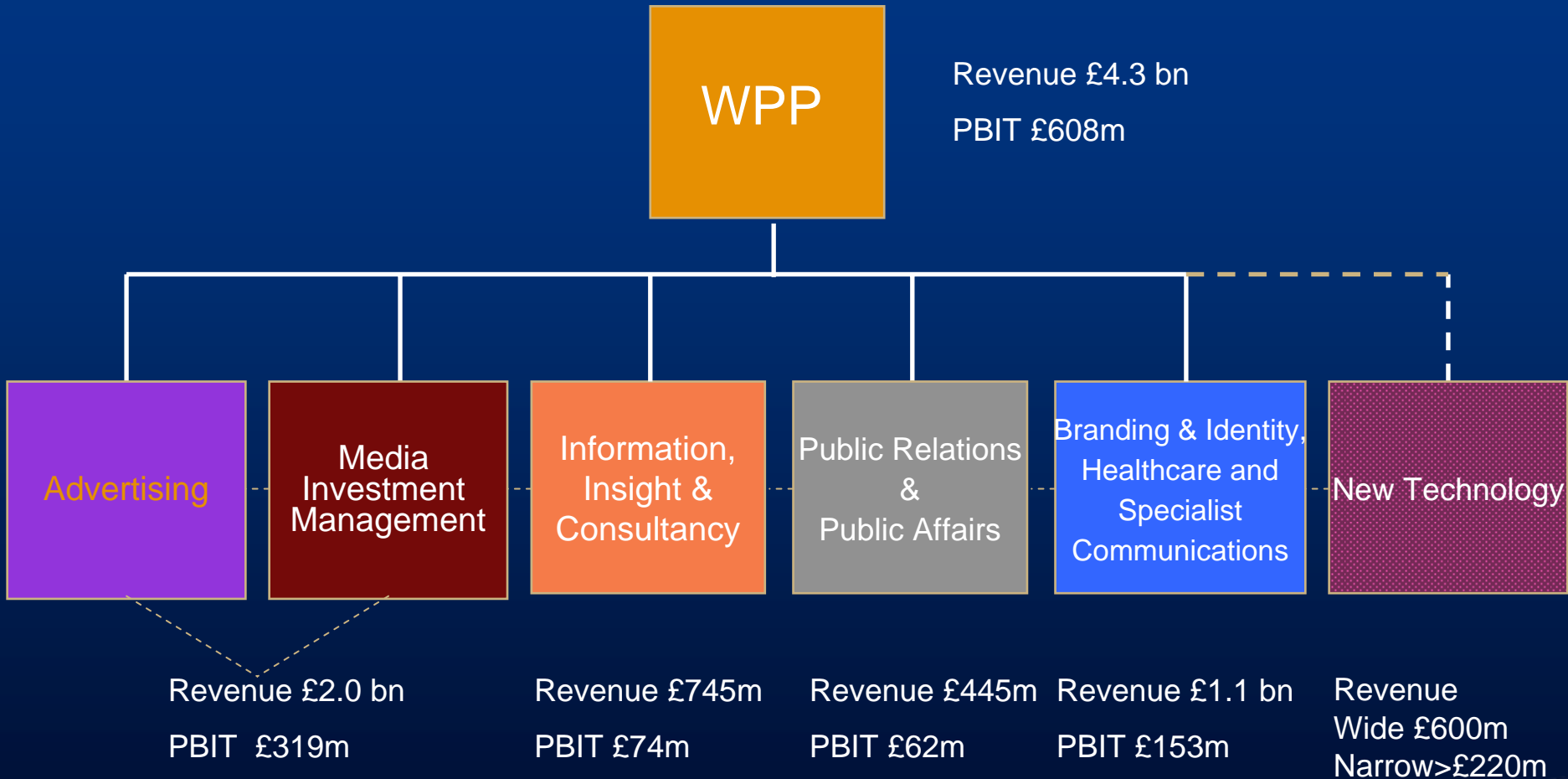
	<u>WPP</u> ⁽¹⁾	<u>OMC</u>	<u>IPG</u>	<u>Publicis</u>
Australia	1	2	4	3
Belgium	1	3	2	5
Brazil	1	4	2	3
France	4	1	5	3
Germany	1	2	3	4
Greater China	1	6	3	2
India	1	3	2	4
Italy	1	5	3	2
Japan	3	5	4	7
Mexico	1	3	2	4
Netherlands	2	1	4	3
Russia	2	1	4	3
Singapore	1	3	4	2
Spain	1	3	2	4
South Korea	1	3	6	5
Sweden	1	3	2	4
Switzerland	1	2	3	4
Taiwan	1	7	4	2
UK	1	2	5	3
USA	1	4	2	3

Source: Advertising Age, 22 April 2002

(1) Includes Cordiant acquired on 1 August 2003 and Grey acquired on 7 March 2005

(2) 100% of Associates' gross income has been included for each holding company where it has been separately identified in the rankings

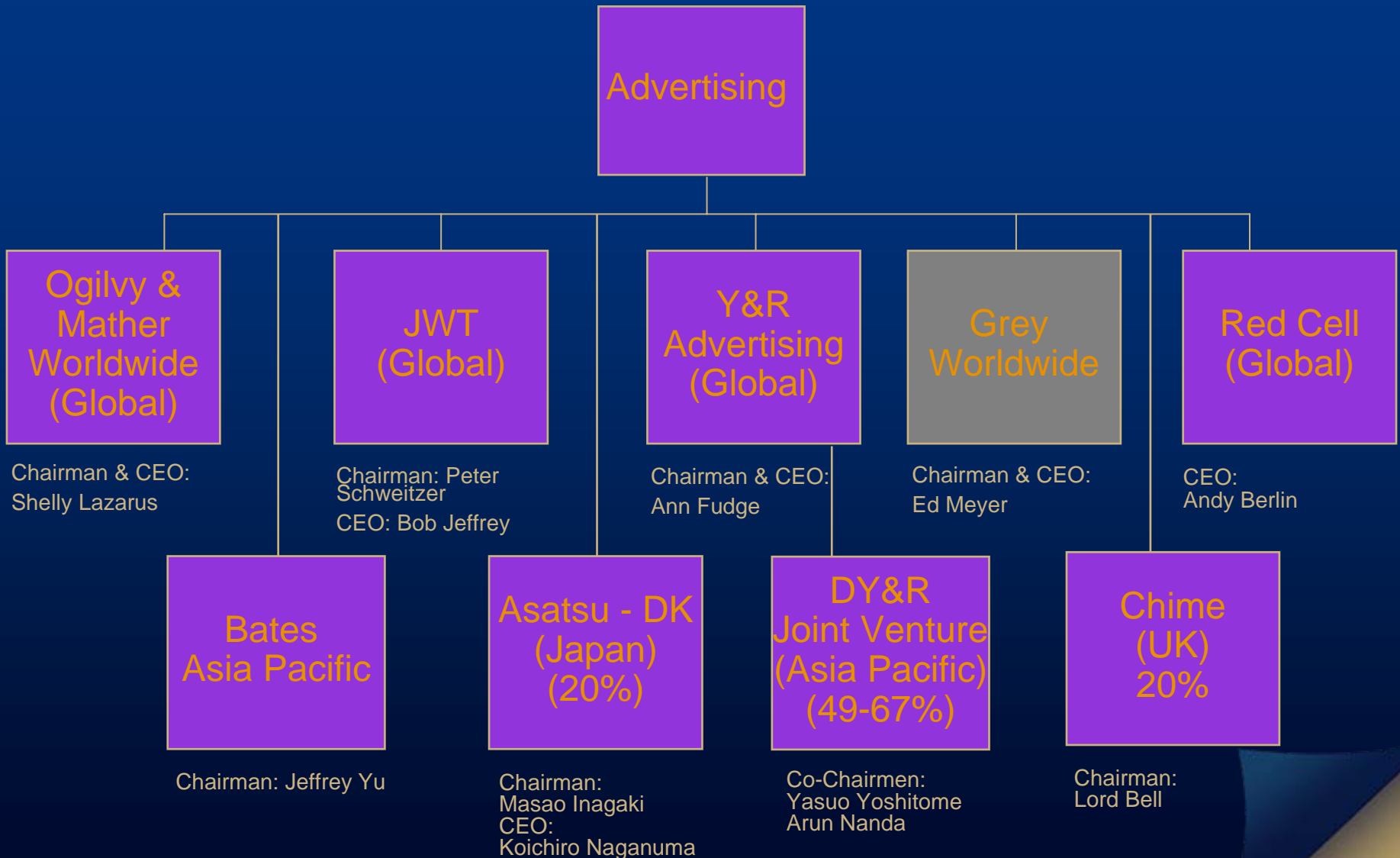
WPP Today



Revenue and PBIT figures are 2004 reported sterling actuals

PBIT is stated before goodwill and impairment, fixed asset gains and investment write-downs

WPP Today



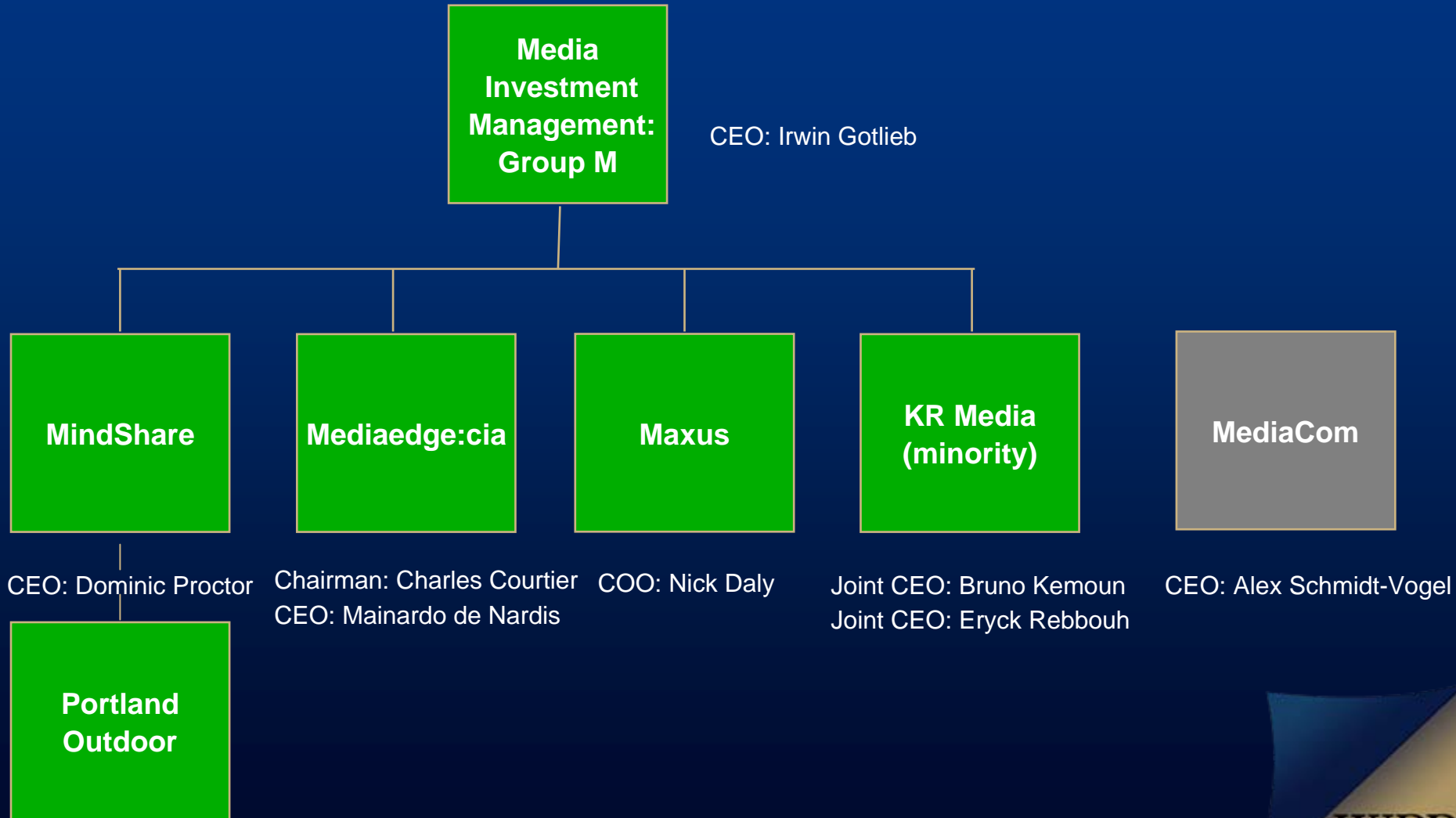
WPP Today

Advertising - Competitive Worldwide Ranking

	<u>Worldwide</u>
JWT	3
Ogilvy & Mather	10
Grey Worldwide	11
Y&R Advertising	13

Source: Advertising Age, 19 April 2004

WPP Today



WPP Today

Media Investment Management - Competitive Worldwide Ranking

	<u>Americas</u>	<u>Top 5 Europe</u> ⁽¹⁾	<u>Asia Pacific</u>	<u>Worldwide</u>
MindShare	2	6	1	2
Mediaedge:cia	6	4	7	7
MediaCom	8	2	9	8
WPP Media Operations ⁽²⁾				1

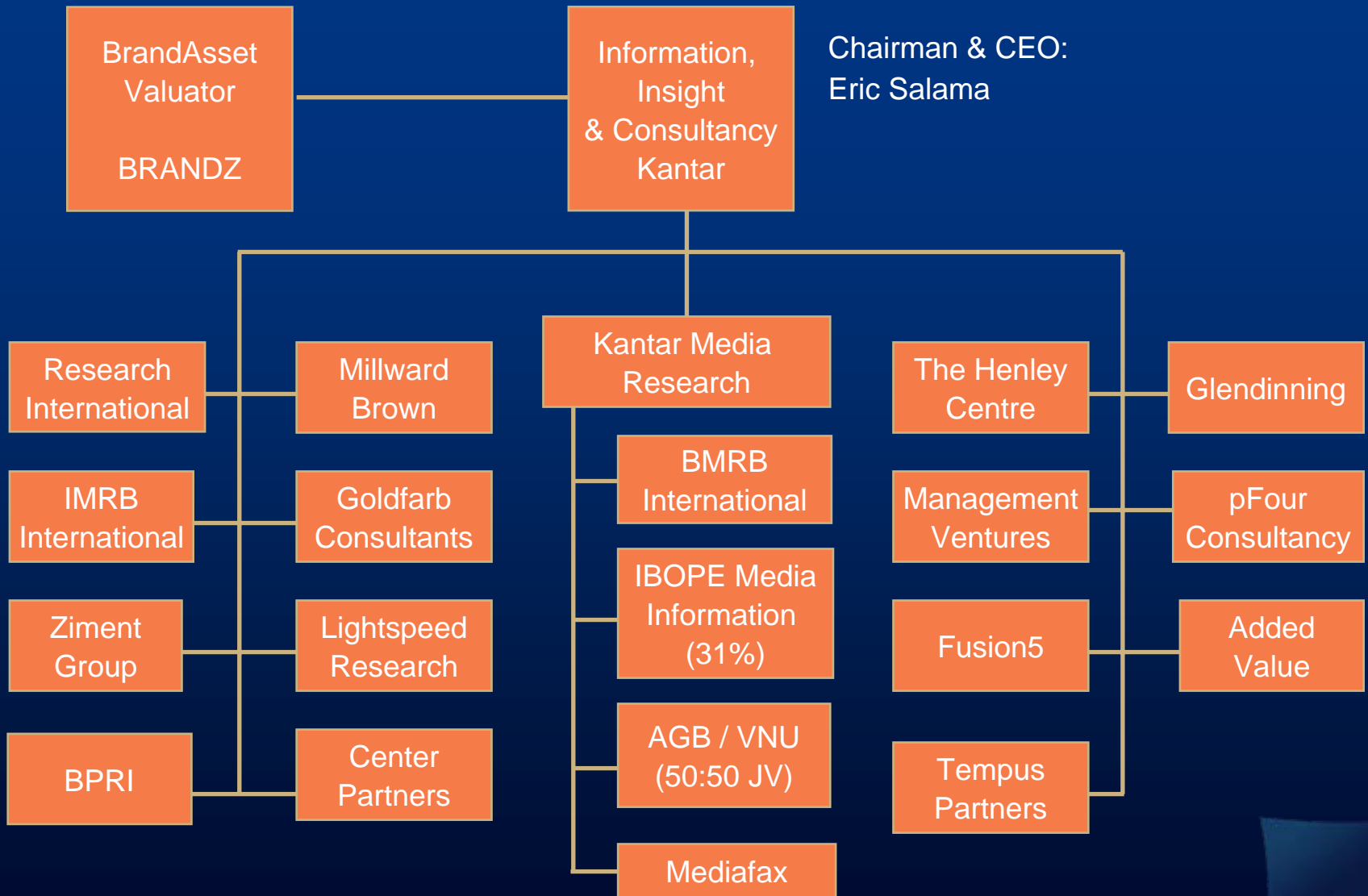
Source: RECMA 2004 Billings Report

Note

(1) Countries included are UK, Germany, France, Italy and Spain

(2) Including MediaCom

WPP Today



WPP Today

Information, Insight & Consultancy - Worldwide Competitive Ranking

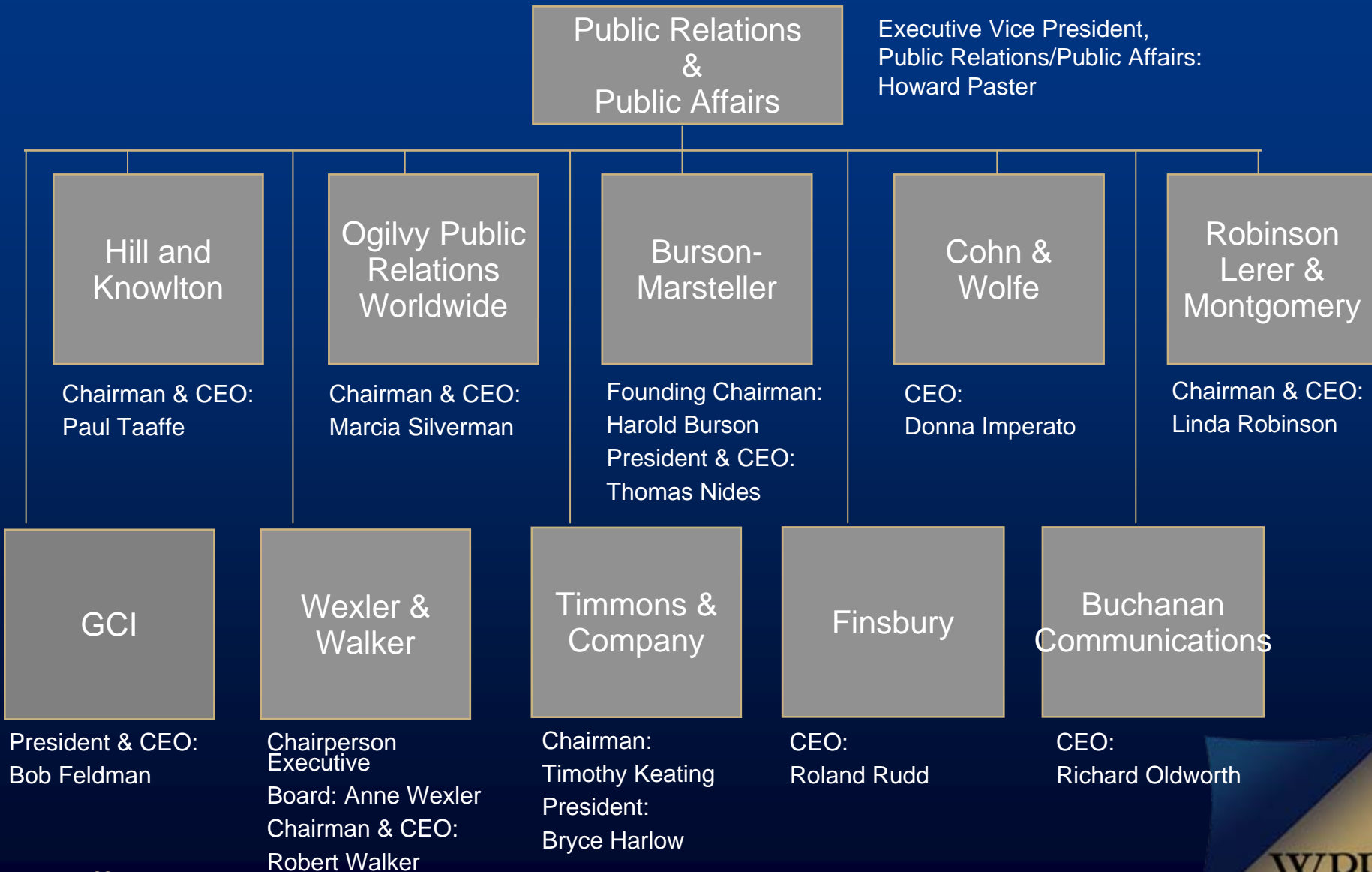
1. VNU (ACNielsen & Nielsen Media Research)
2. IMS Health Inc.
3. The Kantar Group *
4. Taylor Nelson Sofres plc
5. Information Resources Inc. (IRI)

Note

* The Kantar Group includes icon brand navigation

Source: ESOMAR, September 2002

WPP Today



WPP Today

Public Relations & Public Affairs - Competitive Worldwide Ranking

	<u>Worldwide</u>
Hill & Knowlton	3
Burson-Marsteller	4
GCI	9
Ogilvy Public Relations Worldwide	10

Source: Advertising Age, 22 April 2002

WPP Today

Branding & Identity

The Brand Union

Landor

Fitch

The Partners

Addison

BDG workfutures

Coley Porter Bell

CB'a

Dovetail

Lambie-Nairn

Enterprise IG

WalkerGroup

MJM Creative

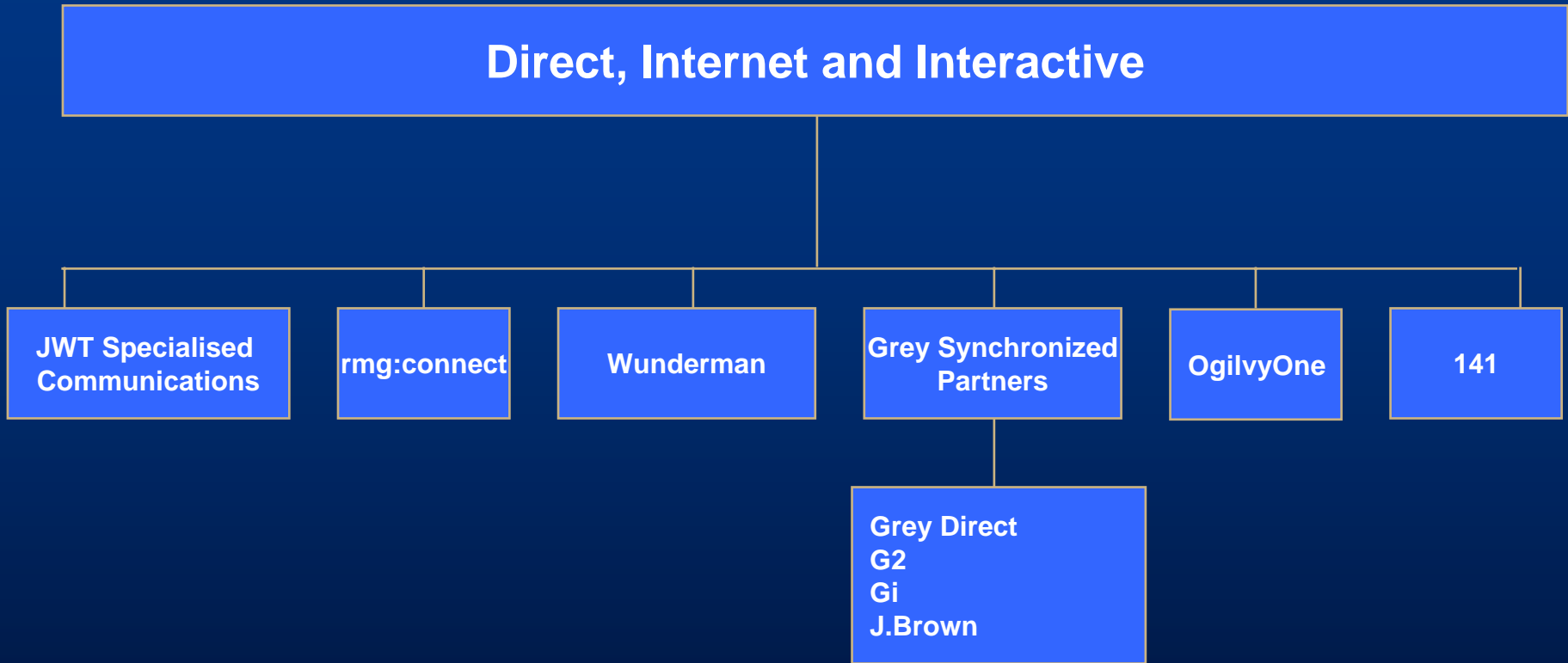
Warwicks

Oakley Young

WPP Today



WPP Today



WPP Today

Specialist Communications

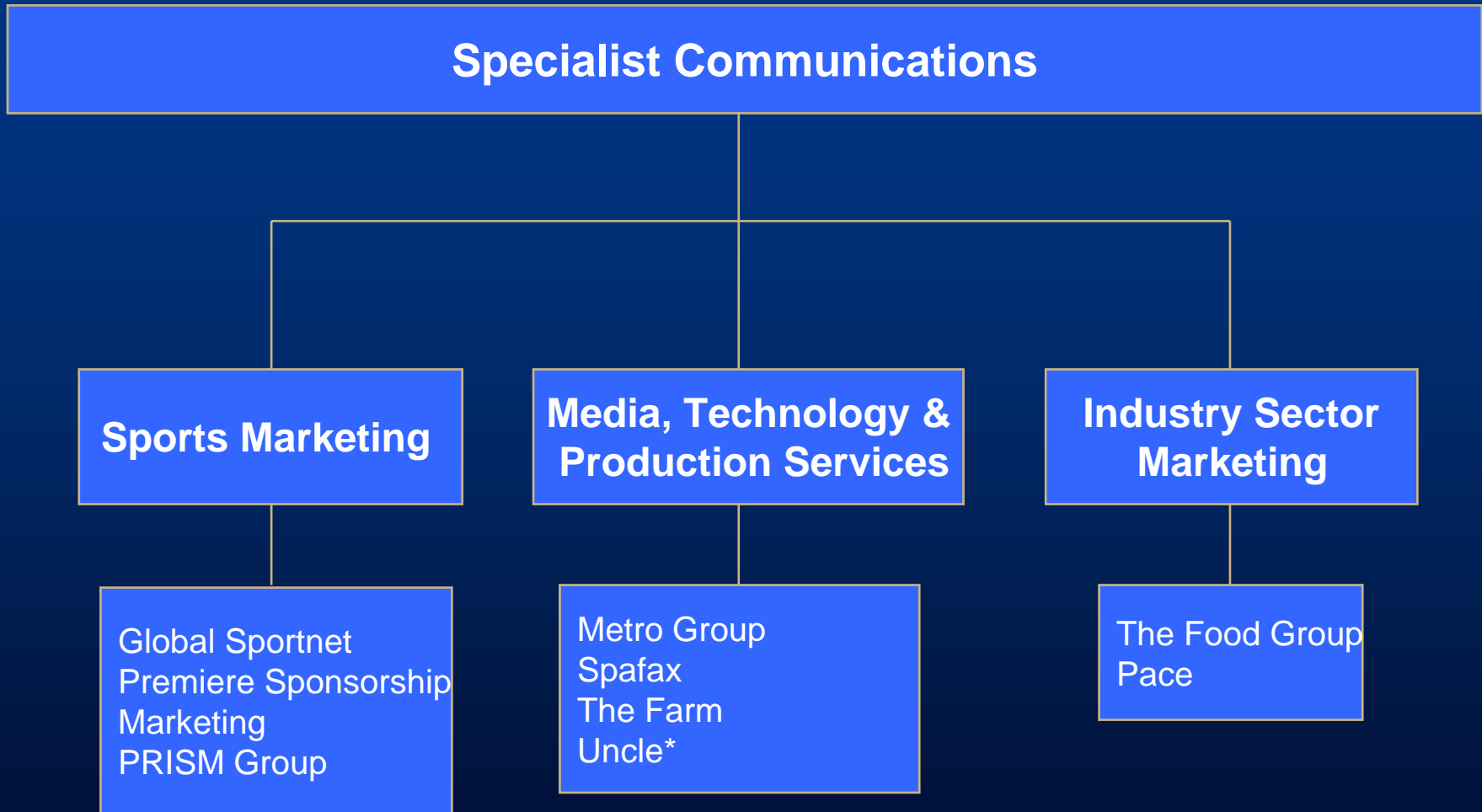


WPP Today



* Associate companies

WPP Today



* Associate companies

WPP Today

New Technology

wpp.com

Chairperson:

Esther Dyson

CEO: Mark Read

New Technology

OgilvyInteractive

Digital@JWT

Wunderman
Interactive

Content

Portal

Web Dev't

Software

Data Mining

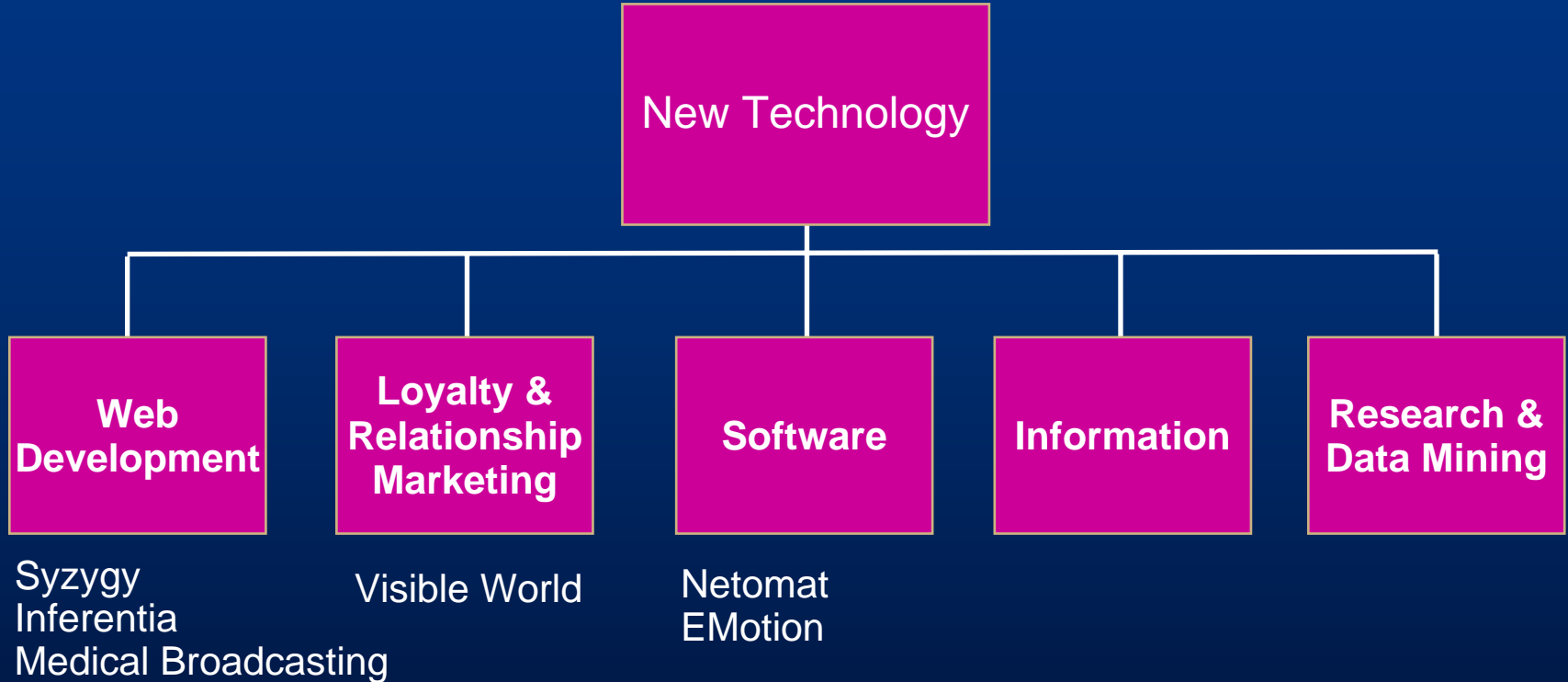
Sports

Loyalty &
Rel. Mktg

Information

WPP Today

New Technology



WPP

Results for 2004
February 2005